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An apparatus for holding a SIM (subscriber identification module) card for an electronic device. The electronic device is implemented using integrated circuits on a PCB (printed circuit board) contained within a device housing. A SIM connector is mounted on the PCB and is configured to electrically connect a SIM card to the PCB when the SIM card is engaged with the SIM connector. The SIM card is releasably held in position by a SIM card door. The SIM card door is configured to move the SIM card into engagement with the SIM connector when in a closed position. The SIM card door can be configured to slidably accept the SIM card into a properly aligned position when the SIM card door is in the open position. The SIM card door is releasably engageable with the housing and is rotatably attached to the housing such that the SIM card door swings into the closed position from the open position. Holding the SIM card with the SIM card door provides for a smaller SIM connector and thus a minimum amount of PCB area for mounting the SIM connector.